The policy of the University of Missouri states that all sales, solicitation and collections in University buildings or on University grounds, and use of the University for commercial or promotional advertising purposes are prohibited without prior authorization.

> The 10 percent rule. University of Missouri Department of Residential Life allows the distribution of a limited number of hand-outs in the residence halls, as long as it falls within the 10 percent rule. This means materials can be distributed to no more than 10 percent of each hall’s residents (go to reslife.missouri.edu/solicitation for an updated list of residence halls and numbers).

Hand-outs must be bundled, labeled for the building to which it is to be directed and delivered to the Residential Academic Programs (RAP) office in the lower level of C122 Pershing Commons, 909 Hitt St. The RAP office will distribute them.

> Fliers. The Department of Residential Life can hang one flier at each information board in the residence halls. You may bring the fliers to the RAP office in C122 Pershing Commons for distribution.

> University Standards. Fliers and hand-outs must coincide with University Standards.

- Items containing profanity, nudity or the advertisement of drugs or alcohol will not be permitted.
- Materials may be no larger than 8.5” x 11”.
- The advertiser’s contact information must be listed.

The University of Missouri does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, age, disability or status as a qualified protected veteran. For more information, call Human Resource Services at (573) 882-4256 or the U.S. Department of Education, Office of Civil Rights.

For questions, contact the Residential Academic Programs Office in the lower level of Pershing Commons, 909 Hitt St., or call at (573) 882-4815.
Residential Life's solicitation policy is in place so students aren't constantly bombarded by information from advertisers and external vendors. However, we understand your needs in trying to reach them, and in an effort to please both parties, we did some research.

In a recent survey, students identified the best and most effective ways to reach students. The bottom line is that students want to be “in the know.” They always want to know what's going on, what there is to do and how they can get involved.

What events do they want to know about?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Events</td>
<td>71%</td>
</tr>
<tr>
<td>Speakers</td>
<td>65%</td>
</tr>
<tr>
<td>Movies</td>
<td>58%</td>
</tr>
<tr>
<td>Clubs</td>
<td>48%</td>
</tr>
<tr>
<td>Charity Events</td>
<td>42%</td>
</tr>
<tr>
<td>Academic Events</td>
<td>32%</td>
</tr>
<tr>
<td>Debates</td>
<td>29%</td>
</tr>
</tbody>
</table>

How do they want to be reached?

<table>
<thead>
<tr>
<th>Reach Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>61%</td>
</tr>
<tr>
<td>Facebook</td>
<td>35%</td>
</tr>
<tr>
<td>Mail</td>
<td>32%</td>
</tr>
<tr>
<td>Posters</td>
<td>23%</td>
</tr>
</tbody>
</table>

Helpful statistics:

- 97% of students have a Facebook account.
- 81% of students check their e-mail at least four times a day.
- 59% of students check their Facebook account at least four times a day.

How students can reach students

**e-mail**

- Residential Life cannot provide you with any student information. If you wish to use E-mail distribution lists, you will need to get students to willingly provide their e-mail addresses so you can reach them in the future. One way to accomplish this is by setting up sign-up sheets around campus.

**posts**

- If you are a member of the ORG (getinvolved.missouri.edu) or an MU department, you may bring enough fliers to the RAP office for one per floor per hall.
- Posters may be no larger than 8.5” x 11” and must follow certain parameters in order to meet the approval of the RAP office.
- Be sure to include the name and contact information of the organization sponsoring the flier.
- Posters will be posted one per floor for one week only.
- Posters may not promote violation of the law, campus or Residential Life policy.

**mail**

- An overload of postcards in their mailboxes can make students less likely to attend an event. However, according to our survey, postcards are still an effective way to reach students. If you choose to advertise via student mailboxes, keep your message short and sweet. Students won’t be looking at your mail for long!

**social media**

- **Facebook.** Facebook is a continuously growing social community and is a great way to reach MU students. You can advertise on Facebook by targeting specific groups of people or you can create groups for your organization and request students to join.
- **Twitter.** Businesses and news organizations alike are learning to take advantage of the power of Twitter to reach the appropriate audience. You can create a Twitter account for your organization and start following MU students with Twitter accounts, in order to build up your own followers. Then post updates for your followers to receive.

**other options**

- **MUTV:** MU’s campus television station reaches more than 7,000 members of the MU community. mutv.missouri.edu/advertise.php
- **MU Info:** Advertisements in MU info will be sent in a mass email to student e-mail accounts. doit.missouri.edu/e-mail/mass/
- **MU Events Calendar:** You can request events be posted in the MU Events Calendar. calendar.missouri.edu
- **The Maneater:** MU’s campus newspaper is on newsstands every Tuesday and Friday. themaneater.com/about/advertising/
- List your event on stufftodo.missouri.edu, which provides a listing of campus activities for students.